

THESIS

**INDONESIAN TUNA FISHERY EXPORT TO
JAPANESE MARKET
(IMPLEMENTATION OF ILLEGAL FISHING
REGULATION)**



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**MASTER PROGRAM OF MANAGEMENT
POST GRADUATE PROGRAM
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PERNYATAAN

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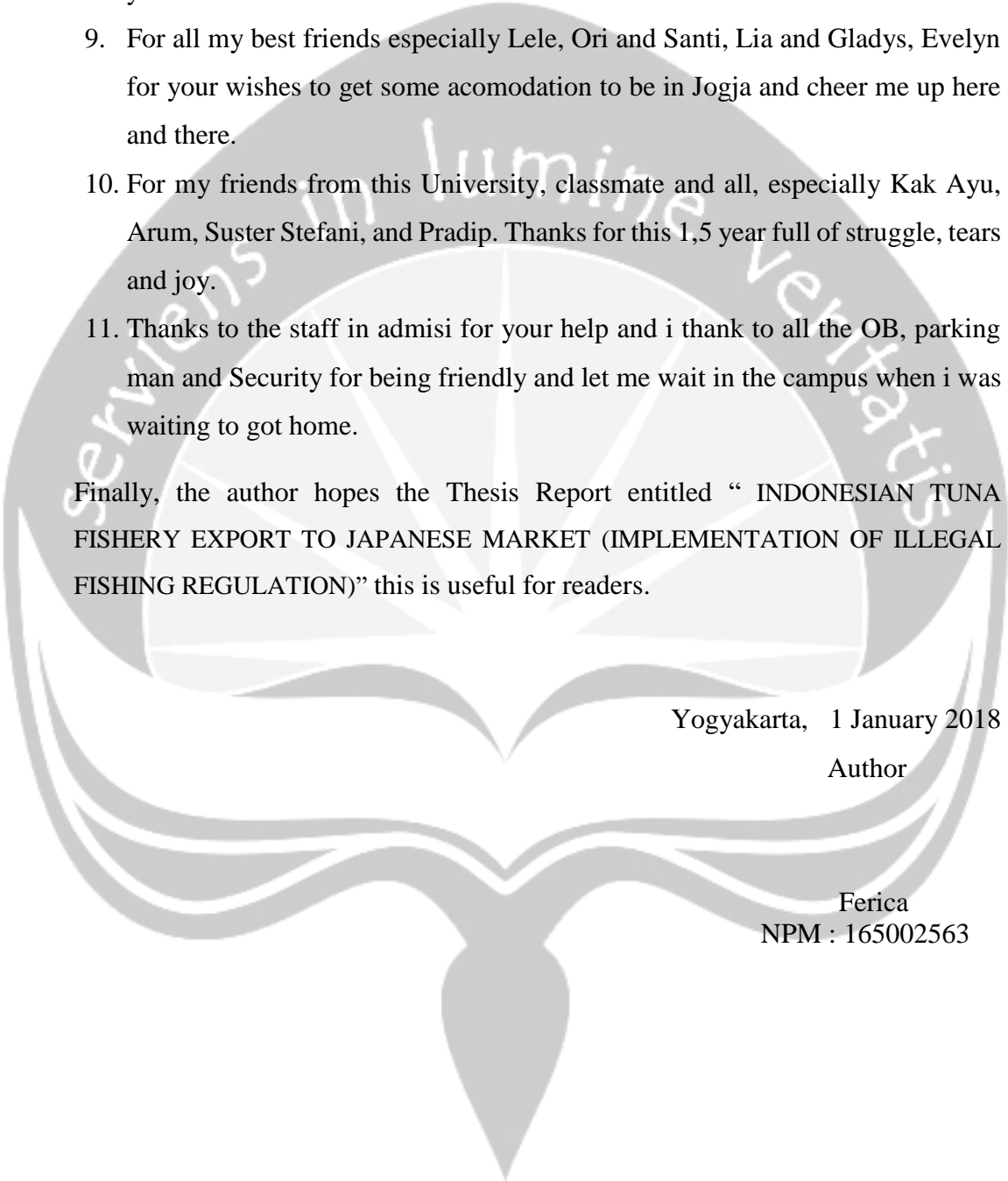
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FOREWORD

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Finally, the author hopes the Thesis Report entitled “ INDONESIAN TUNA FISHERY EXPORT TO JAPANESE MARKET (IMPLEMENTATION OF ILLEGAL FISHING REGULATION)” this is useful for readers.

Yogyakarta, 1 January 2018

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ABSTRACT

INDONESIAN TUNA FISHERY EXPORT TO JAPANESE MARKET (IMPLEMENTATION OF ILLEGAL FISHING REGULATION), Ferica, NPM : 165002563/PS/MM, Year 2018, Magister Management Program, Atma Jaya Yogyakarta University.

The purpose of the research is gain understanding about the bussiness process and obstacle and opportunity of Indonesia tuna fishery in Japanese market regarding the regulation that has been made by Indonesian Ministry of Fisheries and Affairs. The questions in interview process was designed based on phenomenon in Indonesia, especially about illegal fishing that recently happened in Indonesia. The participants for this study are some exporters that do export to Japanese market, the fowarder that handle Japanese market, and Indonesia decision maker. The method that used in this study is qualitative research and triangulation source to analysis.

The study show that the participants agree with the same perceptions about the essential of Indonesia tuna fishery in Japan market and illegal fishing become one of the most difficult obstacle in tuna fishery business, is the regulation of IUU. But there is opportunity from bilateral relationship between Japan and Indonesia for the entities in tuna export industry. Based on regulation that Susi Pudjiastuti made due to illegal fishing (IUU) in Indonesia, some of exporters have problems in the business process even the availablity of fishes are increased.

The other results are the price of Indonesian tuna in International market is increase. For the exporters, Japanese market is a potential market for present day and for long term due to Japanesse habit to consume “sashimi” and they need tuna supply from Internasional market.

Keywords: Export, Tuna, Obstacles, Impact